

Statistics

Population (2003)

Texas:	19,171,769	metro	(8.0% of total U.S. metro)
	<u>2,946,740</u>	non-metro	(6.0% of total U.S. non-metro)
	22,118,509	total	

United States:	241,395,996	metro	
	<u>49,413,781</u>	non-metro	
	290,809,777	total	

Farm-Related Employment (2000)

Texas:	1,882,498 jobs	(15.6% of total Texas employment)
United States:	25,834,574 jobs	(15.6% of total U.S. employment)

Number of Farms (2002)

Texas:	228,926	(10.8% of total U.S. farms)
United States:	2,128,982	

Average Farm Size (2002)

Texas:	567 acres
United States:	441 acres

Market Value of Agricultural Products Sold (2002)

Texas:	\$14.1 billion
United States:	\$200.6 billion

Rank among all States in market value of agricultural products sold (2002): #2

Top 5 Agricultural Commodities (2002)

Commodity	Value of receipts (thousand \$)	Percent of U.S. value
Cattle and calves	5,862,734	15.4
Greenhouse/nursery	1,348,136	9.4
Cotton	974,367	25.3
Broilers	893,327	6.6
Dairy products	680,604	3.3

Value of Agricultural Products Sold Directly to Consumers (2002)

Texas: \$25.6 million
United States: \$812.2 million

Farmers Markets (2004)

Texas: 101
United States: 3,617

Market Value of Certified Organic Commodities (2002)*

Texas: \$15.2 million
United States: \$392.8 million

*(Data may not reflect actual industry growth after Oct. 2002 implementation of USDA National Organic Program.)

Certified Organic Acreage (2001)

Texas: 266,320 acres
United States: 2,343,857 acres

USDA-Accredited Organic Certifying Agents (2005)

Based in Texas: 1
Total: 96

Marketing Products and Services

Specific to Texas

AMS Gives Presentation at Farmers' Marketing Conference

In January 2006, AMS made presentations to two workshops: "Crossing the Digital Divide, Credit, EBT & Debit Cards at the Farmers Market" and "Farmers' Markets: A Social and

Economic Anchor for Your Community” at the North American Farmers’ Direct Marketing Association annual conference in Austin. AMS also participated in several farmers market workshops and disseminated information and materials at the trade show.

Dallas Farmers Market Redevelopment

AMS worked with the city of Dallas in October 2005 to plan the redevelopment of the Dallas Farmers Market. The agency had earlier created maps and floor plans of the market and analyzed the structural and functional appropriateness of the existing facilities.

Wholesale Market Technical Assistance

AMS is working with the Board of Directors of the San Antonio Produce Terminal Market on an ongoing basis to help Board members evaluate their options for enclosing loading docks at their market in a uniform manner. In May 2004, AMS staff developed materials for use by Board members that assessed the configuration requirements for dock enclosures, and provided cost estimates for various construction scenarios.

Farmers Market Assessment

AMS is providing ongoing technical support to the Dallas city government as the city proceeds with its plans to redevelop the downtown Dallas Farmers Market area. In March 2004, AMS staff prepared a preliminary assessment of the current site location, which included examining the present configuration and use of the site, preparing a demographic profile of residential communities located near the market site, and developing appropriate next step strategies for conducting a more comprehensive study of various market development options.

Market Research on Small Meat Processors

Enhancing Commercial Food Service Sales by Small Meat Processing Firms (PDF), published in March 2004 by AMS in cooperation with Texas A&M University, determines potential areas of competitive advantage for smaller scale meat manufacturing firms in supplying local restaurants and other local commercial food service accounts.

National Resource, Conservation, and Development Council (RC&D) Conference AMS staff presented and disseminated information about the agency’s educational and technical assistance resources in direct farm marketing and market development at the national RC&D conference, held in San Antonio in July 2003.

AMS Addresses Produce Conference

In April 2003, AMS addressed the annual conference of the National Association of Produce Market Managers in San Antonio on the subjects of food safety, and current and potential market development projects. Managers of farmers markets and wholesale produce terminals in the United States, Canada, Australia, and Mexico attended the conference.

Internet Marketing Workshop

AMS led a workshop on “Farmer Direct Marketing on the Internet” at the *Survival Strategies for Small and Limited Resource Farmers* conference, sponsored by USDA’s Risk Management Agency, in Weslaco, August 2002.

Fort Worth Public Market

AMS provided technical support to Downtown Fort Worth, Inc., a consortium of community business leaders, to help the organization evaluate the feasibility of establishing a year-round permanent farmers market.

Regional Interest

Produce Marketing in Mexico

Mexico's Changing Marketing System for Fresh Produce: Emerging Markets, Practices, Trends and Issues (PDF) examines the impact of recent chain store expansion on the Mexican distribution system for perishables, and explores the relationship between changing buyer/consumer preferences in Mexico, and potential for U.S. origin fresh produce items.

Direct Marketing Publication in Spanish

In response to the growing demand among producers and agricultural extension staff for direct marketing information in Spanish, AMS has published *Las Ventas Directas Hoy en Día: Retos y Oportunidades* (PDF), a Spanish-language version of its popular publication, *Direct Marketing Today: Challenges and Opportunities*, originally published in 2001.

General Interest

New Farm-to-School Marketing Publication

Eat Smart—Farm Fresh! A Guide to Buying and Serving Locally-Grown Produce in School Meals (PDF) was published in December 2005 by the Food and Nutrition Service (FNS) of USDA. The publication, which helps school lunch programs find locally-grown produce, was developed by a multiagency task force that included an agricultural marketing specialist from AMS, four child nutrition specialists from FNS, and the Community Food Security Coalition, a non-profit organization.

Farm-to-School Report

How Local Farmers and School Food Service Buyers Are Building Alliances (PDF) helps small farmers and school food service buyers explore how they might establish direct marketing linkages.

Marketing via the Internet

How to Direct Market Farm Products on the Internet (PDF) is designed to help small/medium-sized agricultural producers better develop Internet-based sales transactions by recommending effective methods for reaching and retaining customers.

Trends in Farmers Markets

U.S. Farmers Markets—2000: A Study of Emerging Trends (PDF) assesses the importance of farmers markets as a distribution channel for farm products, documents the recent growth in farmers markets operations, and provides an updated profile of management, operations, and merchandising at farmers markets.

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